

Case study

WeChat go transforms travel experience for Chinese outbound travellers



INTRODUCTION

WeChat go is a comprehensive outbound travel solution designed to help businesses and organizations tap into WeChat's ecosystem to serve the 150 million Chinese people who travel abroad each year.

Tourism organizations around the world are making full use of WeChat's full array of digital tools – with companies in Malaysia, Dubai, Singapore, Auckland and Las Vegas already using WeChat go Mini Programs as the one-stop platform to provide a comprehensive travel experience for Chinese tourists overseas.

CHALLENGES

China's outbound tourism industry is booming and is set to grow even further. As the world's largest outbound travel market, many travel destinations are looking to not only meet, but exceed the ever-changing Chinese consumer demands for quality, service, innovation and value.

Additionally, with over 1.6 billion mobile phone subscriptions in China[^], this population is highly accustomed and reliant to the convenience and efficiencies of their mobile devices. Chinese tourists are also increasingly seeking their own tailored local travel experiences and making their own independent travel plans. Businesses need to stay ahead of the game to effectively target these mobile-savvy, sophisticated Chinese outbound travelers who look to social media for tips and information.

SOLUTIONS

WeChat's ubiquitous presence in China undoubtedly makes it the best tool to connect with the digital-savvy Chinese travelers.

WeChat go is the preferred digital solution for multiple tourism boards and businesses who leverage the channel for its functions such as Coupons, WeChat Pay, Mini Programs, Official Accounts and more.

Furthermore, to increase the familiarity of WeChat's entire ecosystem and more specifically WeChat go amongst more tourism boards and related partners, WeChat created a 'Welcome with WeChat Alliance' to support participants in digitalizing their content and services, offer training and innovative solutions and encourage greater use of its in-app tools to better serve and attract Chinese tourists.

[^] Source: China: mobile phone subscriptions by month 2018-2019, published by Statista Research Department (Nov 29, 2019)



TOURISM MALAYSIA

WECHAT GO MINI PROGRAM CREATES A RICHER RESOURCE HUB TO ASSIST CHINESE TRAVELERS EXPLORE MALAYSIA



Tourism Malaysia partnered with WeChat to launch 'WeChat go Malaysia Mini Program', a complete travel companion to enhance the Chinese traveler experience across nine of Malaysia's most popular cities including Sabah and Kuala Lumpur. The WeChat go Mini Program integrates over 1,000 merchants in the country, actively promotes and raises awareness on Malaysian attractions, food, culture and shopping venues via an interactive Chinese guide within the Mini Program. Apart from searching for information, visitors can make reservations, order food and make payments for services such as booking for bus tickets and airport rides ahead of time, all in their home currency, Renminbi (RMB). 'WeChat go Malaysia Mini Program' now records over 20,000 daily visits.



"WeChat is a very important platform for us, and WeChat go Malaysia Mini Program is a significant project for Malaysia Tourism Year 2020. Tourism Malaysia will promote the Mini Program to Chinese tourists and encourage more Malaysian merchants to join the ecosystem to attract more tourists to visit Malaysia," said Yang Berbahagia Dato' Mohmed Razip Hasan, Deputy Director General of Tourism Malaysia." — Yang Berbahagia Dato' Mohmed Razip Hasan, Deputy Director General of Tourism Malaysia

AMSTERDAM AIRPORT SCHIPHOL

PARTNERING WITH WECHAT TO PROVIDE UNIQUE TRAVEL AND SHOPPING EXPERIENCE



Amsterdam Airport Schiphol is WeChat Pay's first Flagship Smart Airport in Europe.

Passengers can quickly browse through all the retail outlets at Schiphol virtually using the Mini Program and then place an order with WeChat Pay. The products are prepared by the retail outlets for collection by the passenger before departure. Passengers can also find targeted travel information such as specific flight times and status through the application, which keeps travelers informed of critical information while also providing convenience and speed.

The number of Chinese passengers at Schiphol is rising every year. Schiphol had over 500,000 departing Chinese passengers in 2018.



"We are extremely proud to be the first airport in Europe to offer our Chinese passengers the full convenience of WeChat. By means of this collaboration, we are offering a travel and shopping experience that is tailored to the needs of Chinese passengers, with convenience as our top priority" — Tanja Dik, Director of Consumer Products & Services at Amsterdam Airport Schiphol



WeChat go Official Website
<https://go.wechat.com/>



WeChat
<https://www.facebook.com/wechatapp/>

BURJ KHALIFA

WECHAT GO HELPS CHINESE TRAVELERS EXPLORE THE TALLEST BUILDING IN THE WORLD



Emaar Properties, the developer of the iconic Burj Khalifa launched a “AT THE TOP” WeChat Mini Program in partnership with Tourism Dubai to encourage more visitors to the world’s tallest building and to increase the ease of travel in Dubai.

The Mini Program not only provides information regarding the Top Burj Khalifa, it also allows users to book tickets, access exclusive audio content in Mandarin, as well as share and edit photos through their customizable digital photo booth. Travelers can also conveniently book tickets to other local attractions via the platform, including tickets to the Etihad Museum, the Dubai Lake Fountain Ride and the Burj Club.



Additionally, Burj Khalifa is the first attraction to launch a WeChat Mini Game where players can build their own tower and be challenged to match the height of the Burj Khalifa structure itself.

MERLIN ENTERTAINMENTS GROUP

IMPLEMENTING DIGITAL STRATEGY WITH WECHAT GO TO FACILITATE CHINESE VISITATION



British-based Merlin Entertainments Group which operates over 130 attractions in 25 countries around the world, launched WeChat Mini Programs for attractions such as SEALIFE Bangkok, Madame Tussauds Bangkok, Sydney Tower Eye, and LEGOLAND Japan in an effort to provide Chinese tourists with a more interactive, immersive and quality entertainment experience.

Taking Merlin Entertainments (Thailand) Ltd., for example, its launch of WeChat go Mini Program for SEALIFE Bangkok provides visitors with detailed information about the venue, advance ticket booking, instant payment for services on the platform as well as play on Mini Games as they queue for attractions.



Since the launch, the Mini Program has generated over 40,000 users, who have enjoyed the zero-language barrier services, and the enhanced payment convenience of the platform.



SACEOS SINGAPORE

SACEOS LEVERAGES WECHAT GO TO TARGET CHINESE MICE TRAVELERS AND ENHANCE THEIR OVERALL EXPERIENCE IN SINGAPORE



Singapore is the first country in the world to use WeChat to target Chinese MICE Travelers, through their MeetSG WeChat Mini Program launched by the Singapore Association of Convention and Exhibition Organizers and Suppliers (SACEOS). MeetSG targets travelers attending business events, and provides them with information such as MICE venues, itinerary ideas, event schedules and push notifications.



To ensure that their experience is as complete as possible, other leisure information is available as well, such as suggestions for places to eat, shop as well as options to purchase tickets to tours and entertainment at partner venues.



AUKLAND TOURISM

JOINING HANDS WITH WECHAT GO TO RAISE CITY'S PROFILE AND ITS TOURISM OFFERINGS TO THE CHINESE MARKET



To better connect with the increasing number of Chinese tourists to New Zealand, Auckland Tourism, Events and Economic Development and WeChat launched the Auckland WeChat Mini Program, targeting Chinese tourists to share local knowledge and recommendations.



Using the Mini Program, travelers can even communicate in real time with local residents to ask questions and receive first-hand tips and recommendation. This form of communication changes the way in which travelers source information and meets the demands of people who are seeking immediate and authentically local experiences. Beyond communicating, users can also search for restaurants and use location-based search for information.

Within approximately two months since its launch, the Auckland WeChat Mini Program has accumulated over 12,000 enquiries and partnered with many local merchants to ensure that Chinese visitors enjoy a personalized and memorable experience in Auckland.

